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Regions Bank Announces Riding Forward Scholarship Program to honor contributions of African Americans

BIRMINGHAM, Ala. (Jan. 12, 2012) -- Regions Bank (NYSE:RF) is offering high school seniors an opportunity to both celebrate the contributions of African Americans, past and present, and earn \$5,000 to attend college.

Regions will award 25 Riding Forward Scholarships based on a competitive essay contest. High School seniors in any of the 16 states Regions serves are encouraged to write about the contribution of an African American hero, past or present, who created opportunities for future generations. The top 25 entries will be awarded a \$5,000 college scholarship. Additional entry details and complete eligibility requirements are available on the campaign's website, regions.com/ridingforward.

"A college education is one of the most valuable assets we can earn in life," said Lajuana Bradford, senior vice president, Corporate Social Responsibility. "With the Riding Forward Scholarships, Regions is proud to help our future leaders fulfill their dreams and earn a college degree. These scholarships are an investment we are delighted to make to help our young leaders achieve now and in the future."

The Regions Riding Forward Scholarship is part of a larger Regions Bank awareness campaign to celebrate Black History Month. Advertisements feature youth of today being supported on a tandem bicycle by great African American heroes. The effort kicks off with the celebration of the Dr. Martin Luther King, Jr. Memorial Holiday.

The Riding Forward campaign will run through the end of February. Applications for the Regions Riding Forward Scholarship will be accepted from January 15, 2012-February 29, 2012. Scholarship awards will be announced in April 2012. For more information, visit www.regions.com/ridingforward.

About Regions Financial Corporation

Regions Financial Corporation, with \$130 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, trust, securities, brokerage, mortgage and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,800 banking offices and over 2,100 ATMs. Its investment and securities brokerage trust and asset management division, Morgan Keegan & Company Inc., provides services from over 300 offices. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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